

Exhibitor Packet

2014 Loleta Fyan Small and Rural Libraries Conference

April 30-May 2, 2014

Grand Hotel

Mackinac Island

The Library of Michigan invites you to connect with library staff, directors, trustees and other relevant stakeholders while showcasing your products and services at our biennial Small and Rural Library Conference event. The last event attracted more than 400 attendees from across the state of Michigan. We expect our audience to grow again this year.

In 2014 the Library of Michigan features three keynote speakers and seventy-one breakout sessions all in the historic Grand Hotel on Mackinac Island. Exhibit space will be in the Grand Hotel Theater in close proximity to other event meeting rooms in the Woodfill Conference Center within the hotel.

Exhibit Hours

Wednesday, April 30

Exhibitor Setup – 9am to 1:30pm in Theater

Exhibits Open – 1:30-5:00pm

Exhibitor Reception - 6:30 to 8:30pm in Theater (no-conflict time)

Thursday, May 1

Exhibits Open – 8:15am to 1:30pm

No-conflict Exhibitor Break - 10:45am to 11:15am

Walking Lunch in Exhibits Area – 12:00pm to 1:30pm (no-conflict time)

Exhibitor Breakdown and Transport to Ferry - 1:30pm

Exhibitors must register online at <http://www.solutionwhere.com/lom/cw/CourseByAlpha.asp>
Choose “Exhibitor Registration Small and Rural Libraries Conference.”



Exhibit Fees

For-profit exhibitors - \$299

Fee includes a 2 x 6 ft. table, 2 chairs, wastebasket, skirting, electrical access and WiFi as well as lunch and dinner on April 30 with the conference attendees and a boxed lunch on May 1 for one vendor representative. Additional meal packages can be purchased for \$99 per person.

Non-profit exhibitors - \$199 (paid by March 15, 2014)

Fee includes a 8x10 foot area with a 2 x 6 ft. table, 2 chairs, wastebasket, skirting, electrical access and WiFi as well as lunch and dinner with the attendees on April 30 and a boxed lunch on May 1 for one vendor representative. Additional meal packages can be purchased for \$99 per person.

Additional Exhibitor Booth Spaces - \$149

Registered vendors are welcome to purchase additional exhibit booth spaces for \$149 each. This includes an additional 8x10 foot area with one 2 x 6 ft. table, 2 chairs, wastebasket, skirting and WiFi. Vendors must be registered as a profit or non-profit exhibitor to order additional exhibit tables. Payment is due by March 15, 2014.

Additional Vendor Representative Meals - \$99

Vendor registration includes lunch and dinner with the attendees on April 30 and a boxed lunch on May 1 for one vendor representative. If you have additional representatives joining you in the exhibit booth you may order meal packages to cover additional vendor representatives. A limited number of restaurants on the island will be open during this pre-season event but vendors are welcome to visit other restaurant venues rather than purchasing meal packages. Order meal packages online at <http://www.solutionwhere.com/lom/cw/CourseByAlpha.asp>

Registration Details and Deadline

All exhibitors registered by **March 15, 2014** will be included in the printed program, have a listing on the Library of Michigan website, and receive a one-time-use mailing list of attendees. There is a \$100 cancellation fee before March 15, 2014. No refunds after March 15, 2014.

Lodging

The Grand Hotel offers lodging for exhibitors within the conference room block if the hotel receives reservations by March 31, 2014. Information and reservation details can be found in your registration confirmation email and on the confirmation screen. Vendor representatives must use the PDF form provided in the confirmation messages to secure lodging at the conference rate. This form must be received at the hotel by the deadline of March 31, 2014 to be eligible for the block rate. Conference rates are \$129 daily, per room, up to four people, based on double or single occupancy and include a conference breakfast buffet. A Michigan 6% sales tax applies to all charges and a 2% Mackinac Island Assessment charge also applies to the daily room rate. There is a one-time charge of \$8.00 per person for transfer of luggage from the dock to the Hotel and return. Please see the hotel form for full Lodging details and policies.

Ferries

Motorized vehicles are not permitted on Mackinac Island. The main form of transportation is by horse, bike or foot. You will need to use one of the three ferry companies that service the island: Arnold Mackinac Island Ferry; Shepler's Mackinac Island Ferry; and Star Line Mackinac Island Ferry to get to the conference location. Vendors can use the ferries to transport their booth materials or ship the materials ahead of time via USPS, UPS or FedEx. Please be aware that ferry service is more limited in the pre-season so check the ferry schedules carefully. Please review the "Shipping Instructions and Exhibitor Information" provided by the hotel at the end of this packet. Because exhibitors will be transporting booth supplies to the island by ferry and/or shipping services we encourage you to simplify your materials for this event. Please remember that we will not be providing pipe and drape for this conference. Vendors will be provided an exhibit space and a skirted 2 x 6ft. table, plus other exhibit space items listed earlier in the packet. We are not working with an exhibit rental company since shipment of rental items by ferry would be costly for our vendors.

*****Recommendations for transport of vendor materials*****

The best method to transport your exhibit materials is to ship materials using USPS, UPS or FedEx a week or two in advance of the event. Use the address provided in the "Shipping Instructions and Exhibitor Information" section at the end of this packet. The hotel recommends keeping to this window since shipping the week of the event may run into a weather problem and cause a delay and shipping too far in advance may be an additional challenge. If you only have a small amount of items you can bring them over on the ferry with your own personal luggage but it will take a bit longer for your items to reach the exhibit space and may delay your setup. Whether you bring your booth supplies with you or ship ahead of time the materials will be transported to the hotel and placed in your assigned exhibit space.

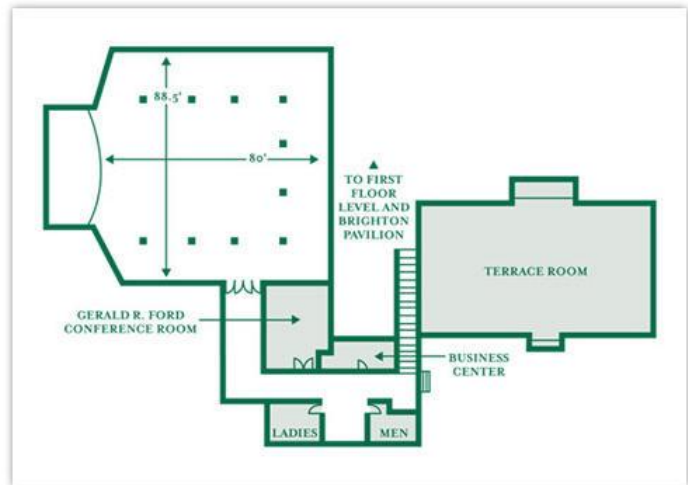
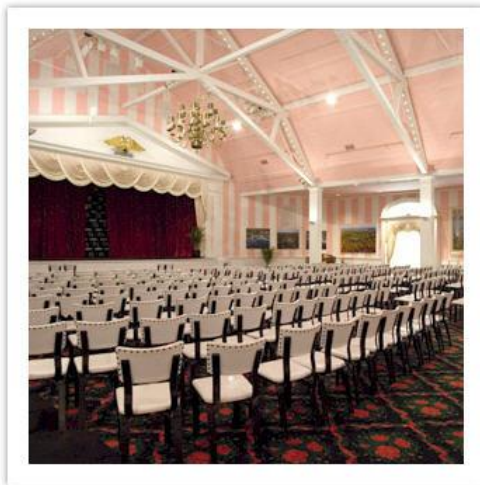
Below are ferry lines that service the island and links to their websites.

- [Shepler's Mackinac Island Ferry](#)
- [Star Line Mackinac Island Ferry](#)
- [Arnold Mackinac Island Ferry](#)

Exhibit Space

Vendor tables will be set up in the Theatre located in the hotel's Woodfill Conference Center. The room will accommodate vendor tables around the perimeter allowing for tables in the center for lunch on Thursday and networking space throughout the exhibit hall hours. Exhibitors can register for a second booth space if additional space is needed. Cost of an additional booth is \$149. Please use the same registration form to order additional spaces.

Diagram of Exhibit Space in the Theatre



Theatre

Located in the heart of the [Woodfill Conference Center](#), the Theatre is Grand Hotel's largest and most flexible meeting room. The space is perfect for large general sessions, exhibits, dinner receptions, and live entertainment such as concerts, performances and dancing.

Seating and Dimensions

Theater: 1000
Classroom: 325
Hollow square: 80
Banquet: 500
Reception: 750
Dimensions: 88.5' x 80'
Sq. ft.: 7080

Carriage and Trolley Tours

Two carriage tour options are available for attendees, vendors and their guests by Mackinac Island Carriage Tours. The **deadline to register** for carriage and trolley tours is **April 7**. You can find details on our website under the link for "Optional Tours"

<http://www.michigan.gov/libraryofmichigan/0,2351,7-160-18668-142226--,00.html>

Other Island Activities

[Mackinac State Historic Parks](#) is providing all conference attendees, vendors and their guests with free entrance to Fort Mackinac and the Richard and Jane Manoogian Mackinac Art Museum for the duration of the conference. Please show your conference name badge for entrance to both these attractions on the conference dates.

Weather

Since we will be on the island in late April and early May we recommend that you pack for a variety of temperatures. Even though the ferry ride is less than 15 minutes the wind and waves can be unpredictable so pack accordingly. As always, conference meeting areas tend to be chilly, so please bring a sweater for events in the hotel. The months of April and May on

Mackinac Island are characterized by *rapidly rising* daily high temperatures, with daily temperatures averaging 38°F to 54°F for the days of our stay.

Attire

Business casual dress for the conference at the Grand Hotel is appropriate during our event. No tank tops, halter tops, or cut-off shorts are permitted at the hotel. We are visiting prior to the season opening so evening attire after 6:30pm is **not required Tuesday through Thursday evenings**. Please remember that their season opens on Friday, May 2. If you are extending your stay, evening wear is required in all areas of the hotel after 6:30 pm on May 2. Evening wear includes: dress, skirt and blouse or pantsuit for ladies, and coat, necktie and dress pants for gentlemen. No denim please.

Great Basket Giveaway

The Hospitality Committee would like to have the “Great Basket Giveaway” at the Rural Library Conference. Baskets can be big, small, or in between. Baskets can be from a library, a cooperative, a business, or an individual. Please add a label with the theme, the donor and donor’s address. If you are willing to bring a basket, please email Glenda Middleton at gmiddleton@kdl.org Contact Glenda directly with any questions you might have about the Great Basket Giveaway.

Questions

Contact Shannon White at the Library of Michigan with any vendor questions.
(517) 373-1580 or whites29@michigan.gov

2014 Rural Libraries Conference – Sponsorship Opportunities

Sponsorship opportunities are available for our exhibitors. Details are listed below. The deadline for sponsorships is March 15, 2014. Sponsorship funds go directly to the Library of Michigan Foundation that provides support for the conference.

Exhibitors' Reception..... **\$500**
(Recognition in the printed program, announcement during reception, on-site signage at reception)

Tote Bags (Your logo printed on bags given to all attendees. May be exclusive) **\$500**

All-Conference Signage **\$500**
(Your logo on conference signage used outside meeting rooms)

Session Track (Eight tracks available, contact us for options) **\$500**
(Recognition in printed program of track sponsorship, logo on sign and announcement at the beginning of each session during the track)

Bag Drop (Literature or other items include in attendee tote bags) **\$250**

You can make your sponsorship contribution directly to the Library of Michigan Foundation here: <http://www.libraryofmichiganfoundation.org/pages/contribute.html> Click on the “Donate a Gift Here!” button and be sure to list the sponsorship item, company name in the acknowledgement field.

You can also make a payment by check, made out to the Library of Michigan Foundation, by submitting the following sponsorship form to:

Library of Michigan Foundation
702 West Kalamazoo Street
PO Box 30159
Lansing, MI 48909



Sponsorship funds must be received by **March 15, 2014**.

Thank you for considering a sponsorship opportunity. If you have any questions, please feel free to contact Shannon White at 517-373-1580, whites29@michigan.gov

2014 Small and Rural Libraries Conference – Vendor Sponsorship Form

Please make your selection, complete the form below and return to address shown at bottom of the page. Descriptions of sponsorship items are found in the exhibitor packet.

Please mark your choice(s) below.

_____	Exhibitors' Reception	\$500
_____	Tote Bags	\$500
_____	All-Conference Signage	\$500
_____	Session Track	\$500
_____	Bag Drop	\$250

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

You can make your sponsorship contribution online here by clicking on the "Donate a Gift Here!" button. Be sure to list the sponsorship item, company name in the acknowledgement field. <http://www.libraryofmichiganfoundation.org/pages/contribute.html>

You can also make a payment by check, to the Library of Michigan Foundation, by submitting this sponsorship form to the address below:

Library of Michigan Foundation
702 West Kalamazoo Street
PO Box 30159
Lansing, MI 48909.



Sponsorship forms and funds must be received by **March 15, 2014**.

Thank you for considering a sponsorship opportunity. If you have any questions, please feel free to contact Shannon White at 517-373-1580, whites29@michigan.gov. The Loleta Fyan Small and Rural Libraries Conference is supported in part by the Library of Michigan Foundation.